

2013 DRAFTING REQUEST

Bill

Received: 11/12/2012 Received By: jkuesel
Wanted: As time permits Same as LRB:
For: Penny Bernard Schaber (608) 266-3070 By/Representing: Eric Koch
May Contact: Drafter: tkuczens
Subject: Elections - campaign finance Addl. Drafters:
Extra Copies:

Submit via email: YES
Requester's email: Rep.BernardSchaber@legis.wisconsin.gov
Carbon copy (CC) to: tracy.kuczenski@legis.wisconsin.gov

Pre Topic:

No specific pre topic given

Topic:

Disclaimer information and format

Instructions:

Per 2011 AB-378. On TV communication, disclaimer must appear for entire length of communication, must run the full width of the screen and must be readable. On radio communication, disclaimer must run at both the beginning and end of the communication. Each disclaimer must include a website or phone number where the person making the communication may be contacted.

Drafting History:

| <u>Vers.</u> | <u>Drafted</u> | <u>Reviewed</u> | <u>Typed</u> | <u>Proofed</u> | <u>Submitted</u> | <u>Jacketed</u> | <u>Required</u> |
|--------------|------------------------|----------------------|---------------------|----------------|-----------------------|----------------------|-----------------|
| /? | tkuczens 12/18/2012 | wjackson 1/9/2013 | | _____ | | | |
| /1 | | | phenry 1/10/2013 | _____ | sbasford 1/10/2013 | lparisi 6/11/2013 | |

NOT
NEEDED

FE Sent For:

<END>

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|--------------|----------------|-----------------|--------------|-----------------|------------------|-----------------|-----------------|
| 1/2 | jkuesel | 1 w/ 1/9 | 1/9 ph | 1/10 ph/1/10 | | | |

FE Sent For:

<END>

Kuczenski, Tracy

From: Kuesel, Jeffery
Sent: Monday, November 12, 2012 10:35 AM
To: Kreye, Joseph; Kuczenski, Tracy
Subject: FW: 2011 AB-378 (Disclaimers) - redraft for 2013

From: Kuesel, Jeffery
Sent: Monday, November 12, 2012 10:34 AM
To: Koch, Eric
Subject: 2011 AB-378 (Disclaimers)

Eric,

This will confirm we have entered your request. It is LRB-0532.

Jeffery T. Kuesel
Wisconsin Legislative Reference Bureau
P.O. Box 2037
Madison, WI 53701-2037
(608) 266-6778
Jeffery.Kuesel@legis.wisconsin.gov



State of Wisconsin
2011 - 2012 LEGISLATURE

-0532/1



LRB-2865/1

JTB:mdh

TKK Wly

4/11/12

LPS:
Please
P.W.F.
Thanks.

2011 ASSEMBLY BILL 378

2013

in 12/18/12

November 16, 2011 - Introduced by Representatives BERNARD SCHABER, DOYLE, BERCEAU, DANOU, HEBL, POPE-ROBERTS, RINGHAND, ZEPNICK and SINICKI, cosponsored by Senators TAYLOR, HOLPERIN and KING. Referred to Committee on Election and Campaign Reform.

Regen

- 1 AN ACT ~~to amend~~ 11.30 (2) (b) and (c) and 11.30 (2) (em); and **to create** 11.30 (2)
- 2 (dm) of the statutes; **relating to:** the form and content of certain
- 3 communications made for political purposes.

Under current law

Analysis by the Legislative Reference Bureau

Currently the committee, group, or individual making payment or reimbursement or assuming responsibility for a political communication must ensure that certain information identifying the source of the communication appears on or in the communication.

~~This bill adds two additional requirements.~~ Under the bill, each communication must include an Internet site or telephone number where the committee, group, or individual making payment or reimbursement or assuming responsibility for the communication may be contacted. ~~The bill also provides that~~ in a radio communication, all information that is currently required, or required under the bill, must be spoken at the beginning and end of the communication, and in a television communication, all such information must appear on the screen during the entire communication over the full width of the screen and must be readable by viewers of the communication. Violators are subject to a forfeiture (civil penalty) of not more than \$500 for each violation. Intentional violators are guilty of

Political

STET

Also under the bill

STET

ASSEMBLY BILL 378

a misdemeanor and may be fined not more than \$1,000 or imprisoned for not more than six months, or both. ✓

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1 **SECTION 1.** 11.30 (2) (b) and (c) of the statutes are amended to read:

2 11.30 (2) (b) Every such communication the cost of which is paid for or
3 reimbursed by a committee or group, or for which a committee or group assumes
4 responsibility, whether by the acceptance of a contribution or by the making of a
5 disbursement, shall be identified by the words "Paid for by" followed by the name of
6 the committee or group making the payment or reimbursement or assuming
7 responsibility for the communication ~~and~~, the name of the treasurer or other
8 authorized agent of such committee or group, and an Internet site or telephone
9 number where the committee or group making payment or reimbursement or
10 assuming responsibility for the communication may be contacted.

11 (c) Every such communication which is directly paid for or reimbursed by an
12 individual, including a candidate without a personal campaign committee who is
13 serving as his or her own treasurer, or for which an individual assumes
14 responsibility, whether by the acceptance of a contribution or by the making of a
15 disbursement, shall be identified by the words "Paid for by" followed by the name of
16 the candidate or other individual making the payment or reimbursement or
17 assuming responsibility for the communication ~~and~~ and an Internet site or telephone
18 number where the individual making payment or reimbursement or assuming
19 responsibility for the communication may be contacted. No abbreviation may be
20 used in identifying the name of a committee or group under this paragraph.

21 **SECTION 2.** 11.30 (2) (dm) of the statutes is created to read:

ASSEMBLY BILL 378

11.30 (2) (dm)¹⁶ A committee, group, or individual making payment or
reimbursement or assuming responsibility for a radio communication shall ensure
that the information required to be communicated under pars. (a) to (c) is spoken at
the beginning and end of the communication.²⁰ A committee, group, or individual
making payment or reimbursement or assuming responsibility for a television
communication shall ensure that the information required to be communicated
under pars. (a) to (c) appears on the screen during the full length of any television
communication over the full width of the screen, and is readable to viewers of the
communication.

SECTION 3. 11.30 (2) (em) of the statutes is amended to read:

11.30 (2) (em) The source of each printed advertisement, billboard, handbill,
paid television or radio advertisement² or other communication made for the purpose
of influencing the recall from or retention in office of an individual holding a state
or local office shall clearly appear thereon in the manner prescribed in pars. (b) and
(c), and (dm).

SECTION 4. Initial applicability.

(1) This act first applies with respect to communications made on and after the
effective date of this subsection.

(END)

Parisi, Lori

From: Koch, Eric
Sent: Tuesday, June 11, 2013 9:49 AM
To: LRB.Legal
Subject: Draft Review: LRB -0532/1 Topic: Disclaimer information and format

Please Jacket LRB -0532/1 for the ASSEMBLY.